

REMARKS

Claims 101, 102, 104-119, 121, and 122 are pending in this application. Applicant has cancelled Claims 103 and 120, without prejudice, Applicant has added new Claims 121 and 122, and Applicant has amended Claims 101, 102, 104, 109, 110, 112, 113, 118, and 119. Applicant respectfully submits that the newly added Claims 121 and 122 do not contain new matter. Applicant further submits that the amendments to each of Claims 101, 102, 104, 109, 110, 112, 113, 118, and 119 do not contain new matter. Applicant respectfully submits that the present invention, as defined by Claims 101, 102, 104-119, 121, and 122, is patentable over the prior art.

Applicant has also deleted the Abstract of the Disclosure and has substituted therefor the new Abstract of the Disclosure which is attached hereto on a separate sheet. Applicant respectfully submits that the new Abstract of the Disclosure does not contain new matter.

Based on the foregoing amendments and the following Remarks, the application is deemed to be in condition for allowance and action to that end is respectfully requested.

I. THE 35 U.S.C. §103 REJECTIONS:

The Examiner asserts that Claims 101-115 and 118-120 are rejected under 35 U.S.C. §103(a) as being unpatentable over Capek, U.S. Patent No. 6,026,369 (Capek) in view of McCandless, "Web advertising" Intelligent Systems and Their Applications, IEEE, Volume: 13, Issue: 3, May/Jun 1998, page(s): 8-9 (McCandless). The Examiner also asserts that Claims 116 and 117 are rejected under 35 U.S.C. §103(a) as being unpatentable over Capek in view of McCandless and further in view of Goldhaber, U.S. Patent No. 5,794,210 (Goldhaber).

As noted above, Applicant has cancelled Claims 103 and 120, without prejudice, Applicant has added new Claims 121 and 122, and Applicant has amended Claims 101, 102, 104, 109, 110, 112, 113, 118, and 119. Applicant respectfully submits that the newly added Claims 121 and 122 do not contain new matter. Applicant further submits that the amendments to each of Claims 101, 102, 104, 109, 110, 112, 113, 118, and 119 do not contain new matter. Applicant respectfully submits that the present invention, as defined by Claims 101, 102, 104-119, 121, and 122, is patentable over the prior art.

IA. THE PRESENT INVENTION, AS DEFINED BY CLAIMS 101, 102, AND 104-119, IS PATENTABLE OVER THE PRIOR ART:

Applicant respectfully submits that the present invention, as defined by Claims 101, 102, and 104-119, is patentable over the prior art. Applicant respectfully submits that the present invention, as defined by independent Claim 101, is patentable over the prior art.

Applicant respectfully submits that the present invention, as defined by independent Claim 101, is patentable over Capek, McCandless, Goldhaber, and any combination of same. Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, a computer-implemented method, comprising receiving information regarding a first request by a content provider to be notified regarding an occurrence of an event, wherein the event is at least one of a request by a merchant for advertising space, a change in an offered price for an advertising space, and a change in a term or condition for an advertising offering, receiving information regarding at least one of a request by a merchant for advertising space, a change in an offered price for an advertising space, and a change in a term or condition for an advertising offering, detecting the

occurrence of the event with a processing device, generating a first message containing information regarding the event with the processing device, wherein the first message is generated by the processing device in response to the occurrence of the event, transmitting the first message to a computer or a communication device associated with the content provider, and receiving a second request, wherein the second request is transmitted from the computer or the communication device associated with the content provider, wherein the second request is a request for information regarding an offer by a merchant associated with the event to create or establish an affiliated marketing relationship, all of which features are specifically recited features of independent Claim 101.

Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, an affiliated marketing relationship and, therefore, Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, the recited second request which is a request for information regarding an offer by a merchant associated with the recited event to create or establish the recited affiliated marketing relationship.

Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, generating a second message, wherein the second message contains at least one of information regarding the offer by the merchant to create or establish an affiliated marketing relationship, information regarding the merchant, and contact information regarding the merchant, transmitting the second message to the computer or the communication device associated with the content provider, receiving information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing relationship, and processing the information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing relationship between the merchant and the content provider, all of which features are still other specifically recited features of independent Claim 101.

Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, an affiliated marketing relationship and, therefore, Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, generating the recited second message which contains the recited at least one of information

regarding the offer by the merchant to create or establish the recited affiliated marketing relationship, the recited information regarding the merchant, and the recited contact information regarding the merchant, transmitting the recited second message to the recited computer or the recited communication device associated with the content provider, receiving the recited information indicating that the content provider has accepted the offer by the merchant to create or establish the recited affiliated marketing relationship, and processing the information indicating that the content provider has accepted the offer by the merchant to create or establish the recited affiliated marketing relationship between the merchant and the content provider.

Applicant further submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, storing information regarding the affiliated marketing relationship between the merchant and the content provider, generating a third message containing information that the affiliated marketing relationship was created or established between the merchant and the content provider, and transmitting the third message to a communication device or a computer associated with the

merchant, all of which features are still other specifically recited features of independent Claim 101.

Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, an affiliated marketing relationship and, therefore, Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, storing the recited information regarding the recited affiliated marketing relationship between the merchant and the content provider, generating the recited third message containing information that the recited affiliated marketing relationship was created or established between the merchant and the content provider, and transmitting the recited third message to the recited communication device or the recited computer associated with the merchant.

In view of the foregoing, Applicant respectfully submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, many of the specifically recited features of independent Claim 101 and, therefore, Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, all of the specifically recited features of independent Claim 101.

In view of the foregoing, Applicant respectfully submits that the present invention, as defined by independent Claim 101, is patentable over Capek, McCandless, Goldhaber, and any combination of same. In view of the above, Applicant respectfully submits that the present invention, as defined by independent Claim 101, is patentable over the prior art. Allowance of independent Claim 101 is, therefore, respectfully requested.

Applicant further submits that Claims 102 and 104-119, which Claims 102 and 104-119 depend either directly or indirectly from independent Claim 101, so as to include all of the limitations of independent Claim 101, are also patentable over the prior art as said Claims 102 and 104-119 depend from allowable subject matter.

Allowance of pending Claims 101, 102, and 104-119 is, therefore, respectfully requested.

**IB. THE PRESENT INVENTION, AS DEFINED BY CLAIM 121, IS
PATENTABLE OVER THE PRIOR ART:**

Applicant respectfully submits that the present invention, as defined by independent Claim 121, is patentable over the prior art.

Applicant respectfully submits that the present invention, as defined by independent Claim 121, is patentable over Capek, McCandless, Goldhaber, and any combination of same. Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, a computer-implemented method, comprising receiving information regarding a first request by a content provider to be notified regarding an occurrence of an event, wherein the event is a change in an offered price for an advertising space, receiving information regarding a change in an offered price for an advertising space, detecting the occurrence of the event with a processing device, generating a first message containing information regarding the event with the processing device, wherein the first message is generated by the processing device in response to the occurrence of the event, transmitting the first message to a computer or a communication device associated with the content provider,

receiving a second request, wherein the second request is transmitted from the computer or the communication device associated with the content provider, wherein the second request is a request for information regarding an offer by a merchant associated with the event to create or establish an affiliated marketing relationship or to create or establish an advertising relationship, generating a second message, wherein the second message contains at least one of information regarding the offer by the merchant to create or establish an affiliated marketing relationship or to create or establish an advertising relationship, information regarding the merchant, and contact information regarding the merchant, transmitting the second message to the computer or the communication device associated with the content provider, receiving information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing relationship or to create or establish an advertising relationship, processing the information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing relationship or to create or establish an advertising relationship between the merchant and the content provider, storing information regarding the affiliated marketing relationship or the advertising relationship between the merchant and the content

provider, generating a third message containing information that the affiliated marketing relationship or the advertising relationship was created or established between the merchant and the content provider, and transmitting the third message to a communication device or a computer associated with the merchant, all of which features are specifically recited features of independent Claim 121.

Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, the recited first request by a content provider to be notified regarding an occurrence of the recited event, wherein the recited event is the recited change in an offered price for an advertising space and, therefore, Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, receiving the recited information regarding the recited first request by a content provider to be notified regarding an occurrence of the recited event, wherein the recited event is the recited change in an offered price for an advertising space and receiving the recited information regarding the recited change in an offered price for an advertising space.

Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, detecting the occurrence of the recited event with the recited processing device, generating the recited first message containing the recited information regarding the recited event with the recited processing device, wherein the recited first message is generated by the recited processing device in response to the occurrence of the recited event, and transmitting the recited first message to the recited computer or the recited communication device associated with the content provider.

In view of the foregoing, Applicant respectfully submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, many of the specifically recited features of independent Claim 121 and, therefore, Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, all of the specifically recited features of independent Claim 121.

In view of the foregoing, Applicant respectfully submits that the present invention, as defined by independent Claim 121, is patentable over Capek, McCandless, Goldhaber, and any combination of same. In view of the above, Applicant

respectfully submits that the present invention, as defined by independent Claim 121, is patentable over the prior art. Allowance of pending independent Claim 121 is, therefore, respectfully requested.

IC. THE PRESENT INVENTION, AS DEFINED BY CLAIM 122, IS PATENTABLE OVER THE PRIOR ART:

Applicant respectfully submits that the present invention, as defined by independent Claim 122, is patentable over the prior art.

Applicant respectfully submits that the present invention, as defined by independent Claim 122, is patentable over Capek, McCandless, Goldhaber, and any combination of same. Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, a computer-implemented method, comprising receiving information regarding a first request by a content provider to be notified regarding an occurrence of an event, wherein the event is a change in an offered price for an advertising space and a change in a term or condition for an advertising offering, receiving information regarding a change in an offered price for an advertising space and information

regarding a change in a term or condition for an advertising offering, detecting the occurrence of the event with a processing device, generating a first message containing information regarding the event with the processing device, wherein the first message is generated by the processing device in response to the occurrence of the event, transmitting the first message to a computer or a communication device associated with the content provider, receiving a second request, wherein the second request is transmitted from the computer or the communication device associated with the content provider, wherein the second request is a request for information regarding an offer by a merchant associated with the event to create or establish an affiliated marketing relationship or to create or establish an advertising relationship, generating a second message, wherein the second message contains at least one of information regarding the offer by the merchant to create or establish an affiliated marketing relationship or to create or establish an advertising relationship, information regarding the merchant, and contact information regarding the merchant, transmitting the second message to the computer or the communication device associated with the content provider, receiving information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing

relationship or to create or establish an advertising relationship, processing the information indicating that the content provider has accepted the offer by the merchant to create or establish an affiliated marketing relationship or to create or establish an advertising relationship between the merchant and the content provider, storing information regarding the affiliated marketing relationship or the advertising relationship between the merchant and the content provider, generating a third message containing information that the affiliated marketing relationship or the advertising relationship was created or established between the merchant and the content provider, and transmitting the third message to a communication device or a computer associated with the merchant, all of which features are specifically recited features of independent Claim 122.

Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, the recited information regarding the recited first request by a content provider to be notified regarding an occurrence of the recited event, wherein the recited event is the recited change in an offered price for an advertising space and the recited change in a term or condition for an advertising offering and, therefore, Capek, McCandless,

Goldhaber, and any combination of same, do not disclose, teach, or suggest, receiving the recited information regarding the recited first request by a content provider to be notified regarding an occurrence of the recited event, wherein the recited event is the recited change in an offered price for an advertising space and the recited change in a term or condition for an advertising offering and receiving the recited information regarding the recited change in an offered price for an advertising space and the recited information regarding the recited change in a term or condition for an advertising offering.

Applicant submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, detecting the occurrence of the recited event with the recited processing device, generating the recited first message containing the recited information regarding the recited event with the recited processing device, wherein the recited first message is generated by the recited processing device in response to the occurrence of the recited event, and transmitting the recited first message to the recited computer or the recited communication device associated with the content provider.

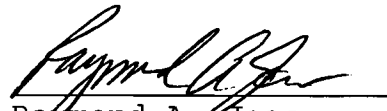
In view of the foregoing, Applicant respectfully submits that Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, many of the specifically recited features of independent Claim 122 and, therefore, Capek, McCandless, Goldhaber, and any combination of same, do not disclose, teach, or suggest, all of the specifically recited features of independent Claim 122.

In view of the foregoing, Applicant respectfully submits that the present invention, as defined by independent Claim 122, is patentable over Capek, McCandless, Goldhaber, and any combination of same. In view of the above, Applicant respectfully submits that the present invention, as defined by independent Claim 122, is patentable over the prior art. Allowance of pending independent Claim 122 is, therefore, respectfully requested.

II. CONCLUSION:

In view of the foregoing, the application is deemed to be in condition for allowance and action to that end is respectfully requested. Allowance of pending Claims 101, 102, 104-119, 121, and 122 is respectfully requested.

Respectfully Submitted,


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